THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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By mail: $1 per year. Pickup, free.

Groundhog Day is ripe
in the Valley of the Moon

Steady run of dollar bills coming in from people who like to have their copies of Moonbeams come to them by mail. Maybe in time we'll have enough of these to get second class mail entry, and that'll cut down on our postage outlay.

And have you noticed the ads stay at a high level, showing that the boys and girls who use these ads at $1 a week are getting results. Actually, we've got a circulation that really means something. 1050 a week, and there are very few "returns."

If you'll just tell your favorite merchant that you appreciate his using Moonbeams as a medium, that he's showing good judgment in advertising in your little newspaper, everything'll be all right—with us, with you, with the merchant.

Among the outstanding inventions of the Russians are Russian inventors. VALLEY WATCH REPAIR, Boyes Hot Springs.

SONOMA VALLEY TILE CO., Hiway 12, Boyes. "Smiling Al" happily serves you. Competent workmanship. Lot cost. Al Bernabovi.

One new advertiser this week is the Sonoma Valley Tile company, with headquarters in Boyes, on the highway (Jack London way, that is). Al Bernabovi is prop, formerly from San Francisco, where he was one of the best tile setters in the business. They call him "Smiling Al," and he delivers that kind of service.

SONOMA FURNITURE MART, South Broadway. Highest type furniture for the discriminating. We'll trade, repair, deal.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500

It's the show place of the Valley. Your friends will appreciate your bringing them here to dine. SONOMA GOLF & COUNTRY.

So many people hereabouts seem to be crazy about roast beef. Sure, it's all right. But 'way back at home roast beef was just another kind of meat, for Sundays, but none of us ever thought enough of it to order it at a restaurant when we grew older. It was just another meat on the plane of say hamburger or hot dogs, and not even as good. Certainly nothing to rave about.

FRANK'S HARDWARE. Just opened. Castner Bldg., Boyes. Complete stocks. Paints, Tools, Garden Supplies. Glass. Plumbing.

B & L LAUNDROMAT, Fetters. Trouble with drying your wash nowadays? Wash and dry right here, a little time, small cost.

Just about every day we get in a new paid subscriber. This week there was one from Altadena, another from Walt Hackett of Eagle Rock (Los Angeles). There's quite a fellow. He's a refugee from Lansing, Mich., where he was a staff reporter for the State Journal. He couldn't stand the winters any more. So now he's a proofreader on the Los Angeles Times, writes a movie column regularly for the Michigan paper. Along with your editor, he was one of the few who picked Michigan State to come to the Rose Bowl even before the season started. And Walt sent us two stories, one of which is printable. Here 'tis:

The three French poodles—Mimi, Fifi and Fido. The first two were very proud of their aristocracy. "My name is Mimi, and I spell it MIMI," proudly boasted Mimi. "And my name is Fifi," said Fifi, "and I spell it FIFI." Fido stuck his pug nose in the air and said, "My name is Fido, and I spell it PHIDEAUX."

ALL THE GADGETS so needed in every household can be found right here at home. Gifts. Cards. BOYES VARIETY STORE.

BROADWAY CAFE, Sonoma. A favorite with the discriminating. POP and MOM MEDROS your hosts. Take-out license, too.

This is our last issue before Groundhog day, Feb. 2. Ever see one? They're supposed to know when spring is due to burst forth, coming out of hibernation on February 2 to look around, and if they see their shadow they go back for another six weeks. Of course this isn't really true, but it's kinda nice to think about.

They're also called wookchucks. An overgrown squirrel-type animal, with flattish tail, they make nice pets. Had a couple as a kid. Swinging in a hammock, bare-footed, they would stand up and nip our toes as the swing went back and forth. They'd go out among the peas, sit up and proceed to open a pea pod and eat the peas. Cute.

But our dad and an uncle proceeded to operate on our favorite

groundhog; he disappeared and never came back. We kids never entirely forgave our dad for this faux pas.

MAC DONALD'S JEWELRY, Sonoma. An exceptional store, with large stocks of name brands, plus friendly, experienced service.

MIKE & ROSE'S BOYES SPRINGS STORE. Meat specialists, with special low prices last three days each week. A good market.

And it rained for 40 days and 40 nights. That's really happened right here, with few breathers, since mid-December. And no floods. Maybe back in biblical times it rained harder. Maybe there was just a small land-locked valley which got all flooded . And Noah's ark succeeded in weathering the storm. Nobody has built an ark around here that we've heard about, though one might have come in handy up at Guerneville or Yuba City.

BUD THOMPSON, your barber extraordinary, at the Plaza next to Mendel's, Boyes. Haircuts supreme! Hair styling a specialty.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

The telephone lines are being put underground through the Hot Springs area—a wonderful idea, though it might have been better timed. You know we've often said that California is far ahead of the rest of the country in many things, and 20 years behind in others. Wires went underground in Michigan 25 years ago, and now we're just coming to it.

ROZARIO'S PALMS INN, Verano. Excellent food, comfortable surroundings, cocktail and snack bars. Moderate priced.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

Candlelite meals are very much romantic, 'tis said. But when you're served in a great big restaurant, with candlelight, so dim you can't read the menu (and of course if you're beyond 50), does it seem so very romantic to you?

Italian Cuisine for the discriminating. American dishes too. SONOMA GROVE, Highway 12, south of Boyes. Cocktail bar.

GERTRUDE DETERS, Box 396, El Verano. Representative for National Monument Co., also finest calendars, matches, printing.

Milk prices are too high. Just read an excellent article in Town ournal which goes into the matter quite thoroughly. California is one of the states which has a milk commission which holds up the price a customer must pay. It makes no distinction between milk delivered and the price you pay at the markets. General idea seems to be to keep the price high for the producer, and the processor, but to give no relief to the customers. Why should a quart of milk delivered

cost the same as a quart purchased and delivered by the customer to his own home?

It's time some of our legislators got smart and started a study of the entire milk situation in this state.

LARSON'S LIQUOR & SPORTING GOODS
Sportsmen's Center — Fishermen's and Hunters' Supplies
VALLEY OF THE MOON CIGARS—Handmade right here in the Valley. Superior quality. Get 'em at most dealers.

Ever hear of Pears soap? 'Way back it was the leading soap in the nation in sales. They spent $1 million a year in advertising, and everybody knew the slogan: "Good morning! Have you used Pears' soap?" Then the company was bought out by an English syndicate, and first thing they did was cut out the $1 million annual advertising expenditure. What happened? Sales went down, and finally the company just up and quit.

There were many other products, well advertised and selling by the millions. But when they thought they had the world by the tail in sales, and quit advertising, they fell by the wayside.

Do you by any chance remember Gold Dust, Malta Vita, Wheat Flakes, Peruna, Beef, Iron and Wine, Tonsiline, Lydia Pinkham's, Dr. Miles' Favorite Prescription, Sweet Caporals, Spana-Cuba? They all decided advertising was unnecessary, and now where are they?

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Separates

DANCING Saturday nights, Sunday afternoons. Good music. Fine dance floor. Swiss eats. LITTLE SWITZERLAND, El Verano.

When a kid we liked the idea of becoming a drummer. But with a little experience on the piano, decided that was the best bet. You never had to carry around a heavy instrument, and when the orchestra played, you only had to carry and distribute the music to other players. The piano was always furnished.

And on this drum stuff, anybody with any sense of rhythm can play one. At home, suppertime over, most of us kids would start drumming on the dishes, with knives and forks and spoons. What a din. How did our parents ever stand it? But the technique was exactly the same as now used by Desi and others on the (what is it?) the momba or conga drums or such that are supposedly used down in the Caribbean jungles. You can do it too. Try it on your dinner plates.

BOYES SPRINGS FOOD CENTER. Highest quality groceries and meats, baked goods, dairy products, soft drinks, take-out license.
OUR RESORT, El Verano. Finest in drinkables. Friendly folks' headquarters. Stein Club (ask us about it.)

Another after-dinner (no, supper) pastime in the Little family was to take off shoes, then run around the house like crazy . Wonderful. But how, again, did our parents stand it?

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

DENNY'S C O G CLUB, Boyes. Denny Coleman, proprietor. Convenient location, wonderful drinkables, friendly people all around.

Every time we drive to Santa Rosa, Petaluma or Napa, we wonder why exactly didn't they put the roads right straight through to those communities, with no curves at all? Sure there may have been some saving by skipping the proper grading and cutting and filling, but wouldn't it be nice to drive straight to one of these cities, and skip the "scenic beauty?"

It's all right to have scenic beauty on little-traveled side roads, but certainly not on major highways.

Why couldn't we drive straight through the mountains to the west, and right into Petaluma? Save anyway 8 miles. Could also save a lot of miles if there were straight roads into Santa Rosa and Napa. What's wrong with cutting right through the low mountains, instead of driving miles to get around them?

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

GET ACQUAINTED with the quaintest tavern in the Valley—RUSTIC INN, Glen Ellen. Bring your guests. GUNNER and RUTH.

An International Costume ball is scheduled for Little Switzerland for Sunday, Feb. 5, at Little Switzerland, El Verano. This is an annual affair, well patronized by people from all over this part of California. There will be colorful costumes, spirited dances, and a real good time promised everyone who attends.

FISH BOWL, 140 Trinity Rr. off Hiway 12. Tropical fish, goldfish, supplies, equipment. Closed Thursdays. Hours 9 to 5.

EL DORADO HOTEL, Sonoma, run by the MERLO'S. Historic building and furnishings. Excellent dinners (Italian especially).

This Valley of the Moon needs a junior high school. The elementary schools are continually asking for more money for classrooms, then the pupils are sent off to the high school in Sonoma, when they could well be kept near to home if the proper planning were employed. Why shouldn't a local pupil go through six years of elementary schooling, then take three years as a junior high student, right here at home? Maybe then we could have a little scholastic competition in sports, and the overall cost wouldn't be as much, probably much less, than through the present program.

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PAUL'S OLD RANCHERO, Verano. Banquets and parties our specialty. New dance floor. Cocktail bar. Music nightly by Paul.

GEORGE handles the Meats at Boyes Springs Food Center. He knows his business, is pleased to cut meat to your order.

Most small towns in California and elsewhere, have sidewalks nowadays. Can you find one in Moon Valley, aside from the business districts? And not many there. What's the matter with us? Certainly we know by now that there still are a lot of pedestrians who need sidewalks, and that they really should be provided and in use.

And our pavement shoulders! They aren't really a substitute for sidewalks, but they do help a little. On the west side of the pavement, Jack London way through Boyes, there is a more or less well paved shoulder from the plaza to Fetters Springs. To the south from the Woodleaf, the shoulders are almost nonexistent. Why aren't there any?

It's a matter that should have the earnest attention of the county board of supervisors. Must people always be forced to walk in the streets? (And maybe something should be done about our inadequate lighting.)

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

BOB'S CIGAR STORE, Sonoma. Headquarters for all tobacco lovers. Widest variety in the Valley. Billiards in connection.

GALLO BROS., Boyes. DeSoto and Plymouth authorized dealers. Complete service. Repairs all cars. For towing, call WE 8-5415.

Yes, we know that during a rainy season that has been more severe than ordinarily, our night spots and places of entertainment and dining haven't been enjoying as great a season as they deserve. But we stay-at-homes might well take a night off once in a while and visit our local spots, which have a higher reputation "outside" than at home.

Try Paul's Resort, any night, especially Sunday. Little Switzerland is a honey of a place, with wide reputation; especially good Saturday nights. The Golf and Country club is really a show place, one you can be proud to show to your visitors from out of town. And never forget the El Dorado hotel, Sonoma, or Rustic Inn, Glen Ellen. Londonside during the summer months. Rozario's Palms Inn is always a top spot, along with Sonoma Grove, with its Italian cuisine. Don't ever pass up Our Resort in El Verano, and for atmosphere along with good food try Mission Inn or Mendel's Cafe. Also well eligible to be on your list—just you two or with friends, are Denny's COG club, Boyes; Broadway Cafe, Sonoma, and Fireside Lodge, this side of Sonoma. It'll take you all year to cover them all—adequately!

PARSONS LUMBER HARDWARE CO. (Formerly Valley Lbr. Co.) Same ownership, name changed. Phone WE 8-2140. Quality lumber.

ADOBE DRUG (Ray S. Duer), 411 First St. W., Sonoma WE 8-2971 Prescription Specialists

Real estate headquarters — sales or rentals — WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention.

Remember when Rev. Fr. Regan and the young lad from Hanna Boyes Center were on Groucho Marx's program several weeks ago? Not a word was said about where the center is located. Comes an explanation from the padre himself. He tells us:

"It would be of interest, I think, to your readers to know that during the filming of the program, which took seven or eight weeks before its January release, Groucho spent two or three minutes definitely pin-pointing the location of the center. Mention was made of its location 50 miles north of San Francisco, near the town of Sonoma (editor's note: nearer to Boyes Hot Springs), in the beautiful Valley of the Moon, made popular by the famous Jack London.

"Unfortunately, the cutter who edited the film chose to use sequences with more humor and, consequently, this information, vital to all of us, wound up on the cutting room floor. It is most regrettable, of course, but unavoidable as far as all of us are concerned. Had we known this was going to happen, we most certainly would have done everything in our power to convince the producers of the program to leave in mention of the location of the center."

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis'. Same fine equapment and beauty service you've learned to expect.

THE BEST FOOD and drinks you can find in the Valley. Bring your guests here. Try our steaks. MENDEL'S CAFE, Boyes.

VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!

Try and find a vacant business building or store hereabouts! There just aren't any. Exception: The Hammond Lumber company yards might be usable, but there'd have to be many changes, remodeling or tearing down. Maybe somebody should just build a building or two as an investment. Couldn't lose, 'cause this Valley is going to go ahead at a surprising speed. Not some time in the future, but right now!

Look at what's happening: A new hardware store, a cleaning establishment, a big-time laundry, new beauty shop down at the theater building, new thrifty dress shop, new drive-in theater up the road, a bank coming in, two or three new supermarkets. Not only one but several new subdivisions and tracts. And there are more a-comin',

still in the rumor stage, but pretty authentic. We're on the march, and local residents should be getting prepared for the greatest local expansion in the Valley's history.

RICHFIELD SERVICE in Boyes, Plaza corner. BUD DELANEY will serve you with the finest gas, oil, lubricants, tires, batteries.

Conventions, banquets, dinners—all have a perfect setting at SONOMA MISSION INN, Boyes. Friendly, sumptuous, perfect!

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

AND HERE'S SOME MORE ABOUT CRABS

Nature has assigned to crabs, lobsters and other crustaceans the matter of sanitation of the shores of the oceans. Byrd Weyler Kellogg in the Press Democrat, says the job is being well done, for crabs and their companions are found all over the world. They supply food for edible fish and they are also esteemed as human food.

Town dwellers know crabs chiefly after they have been prepared for human consumption. At the seaside, crabs which have just been caught can be bought at low prices, either ready to be made into one of the popular crab dishes, or alive as they come from the crab pot. Medium-sized crabs are sweeter, but the heaviest, when of the same size, are best.

California crab is a seafood of high quality. Its minimum width is 7 inches across the back from point to point, and when the size is considered, crabs are nearly always reasonably priced in California. One dozen Atlantic coast crabs would be required to produce the same amount of meat as one good sized California crab.

Uncooked crabs are seldom seen in town markets, other than fish stores. This is a cause for rejoicing, especially among women, who do not like the first steps in the preparation of a crab for the home table. This job requires boiling the crab while it is yet alive. The process turns the dusky green crustacean into a deep coral or crab-red shellfish.

Crab meat may be eaten from the shell with salt and mayonnaise, but it is more often used as an ingredient in a cooked dish or in salads.

SAM FRISCIA, Wholesale-Retail SEAFOOD. Craig Ave., off Arnold Drive. Cooked Crabs (we crack and clean), prawns, filets, abalone.

SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.